

HERE'S the POINT

By SPENCE HELD

Ted Williams, the one-time Hoover High scholar who became a famous apple-knocker in eastern orchards (translation for women: he's a baseball player), has had a long feud with sports writers and fans in Boston.

His latest technique is to expectorate lustily in the general direction of press and public.

I'm inclined to sympathize with his dislike of the guys who harpoon him in print and the uncouth characters who boo him at the ball park.

But expressing himself by expectoration is a little crude, even for a baseball player. His big bat still talks best for him—his bitter critics look like gibbering idiots when he hits one over the fence.

Although there's been no official announcement, I hear that Dick Otterstad will be head basketball coach at San Diego High next season.

Otterstad, a Peninsula resident, coached Point Loma High's 'B' basketball team to the city championship last spring. His team won 12 straight league games.

Well, I seem to have picked up a recruit in the person of Harold Stassen.

On July 12, this column suggested the GOP jettison Dick Nixon in favor of somebody like Sherman Adams for vice-president of the U. S.

Stassen, who is President Eisenhower's disarmament aid, announced a move this week to shove Nixon off the 1956 Republican ticket. He favors Gov. Christian Herter of Massachusetts.

Incidentally, that July 12 column had two local repercussions. A Peninsula legislator said he didn't like it; a citizenship teacher telephoned to say she liked it very much.

A nationwide survey this week showed that 35 percent of the people like Nixon but 24 percent do not. The other 41 percent are undecided.

Obviously, the Democrats will concentrate their fire on Nixon if he's nominated next month.

Little Leaguers Play P.B. Today

Point Loma All-Stars face Pacific Beach today at 5:30 p.m. in the city playoffs.

Lineups have not been announced but the probable starting pitcher for Point Loma will be either Garry Rucker or Bobby Ahren. Everyone is invited to come out and join the fun at Little League Field, Lowell St. and Harbor Dr., across from the Navy Sonar Base.

LITTLE LEAGUE

Kiwanis and De Falco have been designated co-champions as Kiwanis won the second half with 7 wins and 3 defeats. De Falco had won the first half.

Final second half standings are De Falco 6-4; Optimist 4-6; Rotary 3-7. Boys on the De Falco and Kiwanis teams will receive trophies as co-champions at the All-Star playoffs Saturday, July 28.

In the final week of play Optimist defeated Rotary 2 to 0 behind a 1 hitter by Bobby Ahren who struck out 10, walked none and faced only 19 Rotary batters. The only hit for Rotary was by Joe Soares. Jon Shoberg of Rotary also pitched an excellent game allowing only 7 hits. Hitters for Optimist were Glenn Holmes, Bobby Ahren, Timmy Earis (2), Mike Sherwin, Larry Perrera and David Silva.

The last game of the regular season had De Falco pounding out a 10 to 0 victory over Rotary with Garry Rucker throwing a 3 hit game, striking out 8 and walking none. Hitters for Rotary were Don Sweek, Glenn Weyer and Tommy Neill. De Falco hitters were Tom Gable 3 for 5, Garry Rucker and Steve Carr 2 hits each and John Wenz.

Orioles, Giants In Farm Playoffs

The Orioles (sponsored by Acme Tool) and the Giants (sponsored by Food Basket), champions of their respective leagues, will meet in the Point Loma Little League Farm Team playoffs.

Dates for the games are July 31 and Aug. 2 at 5:30 p.m. at the Major Park. If necessary, a third game will be played Saturday, Aug. 4 at 1 p.m.

The Orioles won the American League title with a 16-3-1 record. Bob Carroll Jr. and Ricky Baderwitz shared the pitching duties, and Allen Crawford led the hitting barrage with nine home runs. The Giants won the National League championship with a 17-2-1 record, with Dickie Balogh and Bob Curl splitting the pitching chores. Gavin Riley led all Giant hitters; his batting average was .522 for the season.

HORTON RECOVERING

Connie Horton, of the Family Barber Shop, was reported recovering in the Naval Hospital this week following a heart attack July 4. He resides at 4634 Green St.

Peninsula News

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TEN PAGES

QUEEN ADMIRES FIESTA WEAR CONTEST PLAQUE



The Fiesta del Pacifico has invited 50 Chambers of Commerce and civic groups in the metropolitan area to participate in a Fiesta Wear contest, which will be judged on Monday, Aug. 6. There will be three awards, for the best community participation, for the best male costume, and for the best female attire. William Sample, committee chairman, said that number of Fiesta costumes, and originality of dress will be considered by the judges. Above, Sample, shows the handsome plaque for the best community participation to Miss Fiesta del Pacifico, Rosemarie Salmon, of Chula Vista.

Ocean Beach Enters Fiesta Wear Contest

With the Ocean Beach Daz-O-Fun only three weeks away, San Diego's Fiesta del Pacifico was running full blast this week. President Bill Knopp of the O. B. Chamber urged local residents to participate in the Fiesta Wear contest.

A board of judges will tour Ocean Beach and other communities in the metropolitan area Monday, Aug. 6, starting at 9 a.m. Awards will be made for the best community participation, for the best male Fiesta costume, and the best female Fiesta costume.

Next Monday, July 30, will be Ocean Beach Night at the California Story in Balboa Stadium. Several hundred tickets have been sold in this area and many other residents are expected to attend.

Russ Wilson, of the Blue Pacific Nursery, has a limited number of tickets for July 30 in Reserved Section 28 at the reduced advance sale price of \$2.

El Mercado (The Market Place) in Old Town has been drawing good crowds, especially in the evening. It is sponsored by the Old San Diego Kiwanis Club. Bernard Lamb, Peninsula resident, is club president and he and his wife, Mildred, both former Starlight Opera stars, have been singing at El Mercado as part of the evening entertainment.

Continuous entertainment is offered there daily from 1 p.m. until 10 p.m.

The Ocean Beach and Point Loma Kiwanis Clubs have booths; the O. B. booth sells Mexican hats, baskets, woven mats and novelties, while the P. L. booth offers pottery table wear and novelties.

Meanwhile, 10 local organizations have arranged to have booths at the Ocean Beach Daz-O-Fun carnival at the foot of Newport Ave., Aug. 17, 18 and 19.

These are the Moose Lodge and Auxiliary, De Molay, O. B. Kiwanis, Kiwanis-Annes, VFW and Auxiliary, Lions, 20-30 Club, and O. B. Chamber of Commerce.

Entry blanks for the bathing beauty contest may be obtained at the Chamber office, 1918 Bacon St., at the Elizabeth Bowen Shop, Wolf Jewelers, Gordon's Dress Shop or the Sample Shop.

There is still time, also, to enter the talent contest—guitar, violin, accordion, etc., tap dance, balancing acts, baton or pantomime. Trophies will be awarded for 1st, 2nd and 3rd places.

For further information call Nadine Attebery, AC-3-8466; or AC-2-9660.

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BEAUTY CONTEST—Linda and Leona Hale, 16, identical twins, of 4769 Narragansett Ave., are entered in the Daz-O-Fun beauty contest next month. They are sponsored by the Elizabeth Bowen Shop.—Bob Carmona photo.

Historical Pageant Parade Sat.

Highlighting the Governors' Days festivities on July 28, opening day of the Fiesta del Pacifico's CALIFORNIA STORY, will be the Historical Pageant Parade, it was announced by Harry Foster, parade chairman.

Leo Carillo has been named grand marshal of the parade, which will assemble at Sixth and Upas, and the route will be along Sixth Avenue to Date.

The parade, which will dramatize the history of San Diego, will begin at 1:30 p.m. and is expected to last over two hours. Over 3,300 marchers and riders will participate.

Minimum qualifying weight at the close of the second period was 23 pounds 15 ounces, leaving four anglers from the Ocean Beach-Point Loma area eligible for the fishoff. The quartet includes:

34-1 yellow, Ira Koidan, 4462 Saratoga; 25-14 albacore, W. W. Jacobsen, 1775 Sunset Blvd.; 25-4 albacore, Georgia Drummond, 3344 Trumbull St.; 24-10 yellow, J. V. Anderson, 4344 Santa Cruz.

Largest yellowtail of the week was a 29-4 bagged by an Alhambra woman, Chiyeko Kishi, and largest albacore a 27-8 taken by Marvin Rosenberg, Los Angeles.

As the derby day approaches, it appears that albacore are likely to dominate the fishoff picture, for commercial boats working 63 hours to the south are reportedly making fine catches of longfins and those fish should work up steadily, putting them in reach of local sports boats.

Services for Mrs. Rose Cochran, 61, of 1579 Morena Blvd., a prominent Peninsula clubwoman, were held Tuesday in Beardsley Funeral Home. Burial was at Ft. Rosecrans National Cemetery.

Mrs. Cochran died Saturday in a hospital. She was a charter member of Ocean Beach Kiwanis, a past matron of Point Loma Chapter 490, OES, Point Loma Methodist Church, Gold Star Mothers and VFW Auxiliary.

Survivors include a daughter, Mrs. Marion Kirk of Encanto; two sisters, Mrs. Margaret Olson of S. D. and Mrs. Jennie Law, Sioux City, Ia., and four grandchildren.

Howard Brubeck will conduct his own composition. Robert Shaw and the San Diego Symphony will open Tuesday's program with Mozart's Overture to Don Giovanni. The second number on the bill will be Tchaikovsky's famous Fifth Symphony in E Minor.

The concert will play the Brubeck and his Jazz Quartet, acclaimed by Time Magazine as "the greatest jazz group on record," in its first appearance with an orchestra.

Brubeck will be playing the world premier of an original composition by his brother, Howard, local music teacher and composer, entitled Dialogue for Combo and Orchestra, with the San Diego Symphony.

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Charles Dail; Admiral C. C. Hartman, commandant, 11th Naval District; Gen. G. F. Good, commanding Camp Pendleton; Chief of Police Elmer Jansen and other civic officials.

Among the 14 bands to be featured in the parade are the Los Angeles Police Department Junior Band, Los Angeles County Boys Band, Southgate Youth Band, U. S. Marine Corps Recruit Depot Band, Hollywood Sons of the Legion Corps, Ti Juana Youth Band, Naval Training Center Drum and Bugle Corps, Naval Training Center Band, 523rd Air Force Band from March Field, Al Bahr Temple Shrine Band, Ozzie's Band and the Sixth Army Pipe Band.

Bill "Hopalong Cassidy" Boyd will head the mounted riders, along with the El Cajon Mounted Police, Los Angeles County Sheriff's Mounted Posse, Long Beach Mounted Police and Santa Barbara Bowl Riders.

Over 500 massed flags will be carried in the parade by representatives of the Boy Scouts, Girl Scouts, Campfire Girls, San Diego veterans organizations and 10 local riding clubs.

Floats, designed by Joe Knowles of Santa Barbara, well-known float designer, will depict many scenes in San Diego's history and development. Among these scenes will be the landing of Juan Rodriguez Cabrillo; the raising of the first American flag in San Diego; Father Junipero Serra's building of the Mission San Diego de Alcala; the coming of the first railroad in 1885; and the planning of San Diego by Father Horton and the naming of the city by Sebastian Viscaino.

Also depicted will be the bringing of Colorado River water to San Diego; the city's importance as a naval center; its prominence as a sports and recreation center; and the development of its aircraft industry.

Among the other historical highlights to be spotlighted in the parade will be a display of many flags which have flown over San Diego; the early stage coaches and Pony Express which were California's main link with the rest of America.

Opening dash feature are Deuce Admiral, Vicki Blue, In Reserve, Cardiff, Adam's Apple, One Ton Tony, Scent, Moolah Bux, Lime-light, Pirnie, Fault Free, Travertine, Challack, Flying Story, Beau Busher and Sir Gareth.

First stakes of the summer season—the \$15,000 added Ocean-side Handicap, for 3-year-olds at six furlongs to be run Saturday—also has drawn a record number of eligibles. Twenty-five sophomores are in the lineup, headed by Mr. and Mrs. C. R. Armstrong's sensational speedster, Johnnie Mike; Louis B. Mayer's Falmer; Mission Stable's Let's Match and Ed and Florence Janss' clever filly, Yutta.

Oceanside will have a stout representative, too, in Dr. and Mrs. J. R. Smith's Focus, a colt raised at nearby San Luis Rey.

Others in Oceanside 'Cap are Bold Bazooka, Captain Bam, Pit-ke, High Chalk, Proselyte, Fit-Boss, Fathers Risk, Lucky G. L., She's Quick, Flying Bolt, Impressed, Anchor Watch, Allheim, Nearly, Dream Dancer, How Now, Scarlet Abbey, Infantry, Neva T., and Paul's Diamond.

Also seen as probables for the opening dash feature are Deuce Admiral, Vicki Blue, In Reserve, Cardiff, Adam's Apple, One Ton Tony, Scent, Moolah Bux, Lime-light, Pirnie, Fault Free, Travertine, Challack, Flying Story, Beau Busher and Sir Gareth.

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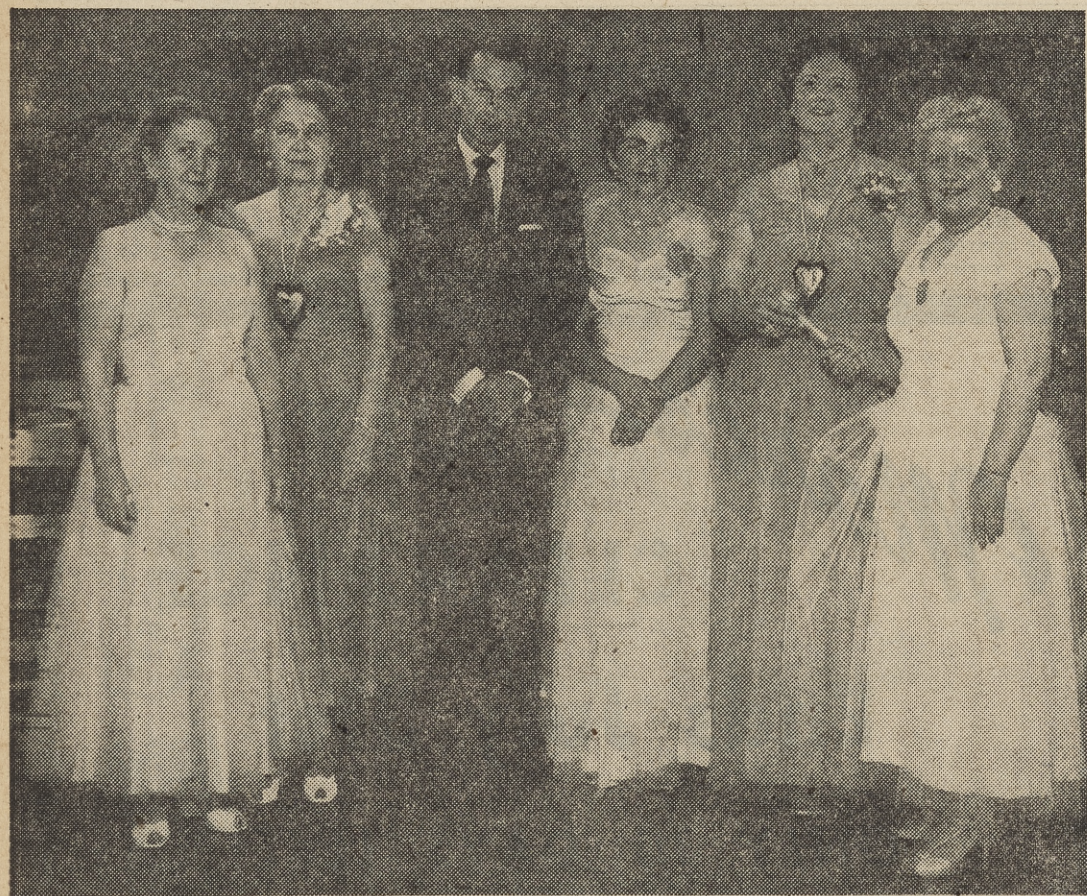
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INSTALLATION—Women of the Moose, Chapter 1095, held installation ceremonies recently. Left to right are Grace Clark, retiring junior regent; Viola Baumgartner, junior regent; Herman Kiner, past governor of Moose Lodge 1755, installing officer; June Ramsey, junior graduate regent, installation chairman; Faye Hill, senior regent, and Cecile Fuller, retiring senior regent.—Les Hamm photo.

PENINSULA PERSONALITIES

Residents of Coronado for 34 years, Mr. and Mrs. Martin Wicarius have moved to Point Loma where they have many friends. They bought the Floyd Fisher home on Catalina Blvd. Mr. Wicarius is manager of the Coronado Branch Bank of America.

Mrs. Rose Osser, from Los Angeles, has bought a home in the 3000 block of Coronado Ave. She will be near her son who lives in Chula Vista but is building a home soon in Fleetridge.

Returning to San Diego after being in Port Angeles, Wash. for a year, are Mr. and Mrs. J. P. Simmons, who have bought a home in the 4400 block of Long Branch Ave. They have four children, Carol, 15; Jimmy, 14; Larry, 9 and Kathie, 3. Mr. Simmons is in the radio maintenance department for the City of San Diego.

From Seal Beach come Mr. and Mrs. David C. Brewer and their two daughters, Debby and Diane, who have taken a house in the 4000 block of Alicia Drive.

Mr. and Mrs. James S. Laughlin have bought a home in the 1100 block of Devonshire Drive. Their son, Thomas, attends Stanford University.

Mr. and Mrs. J. S. Berggren, from Falls Church, Va., have bought the Alan Firestone home on Pescadero St. They have two sons, Dana and Brian. Mr. Berggren is an engineer for a local aircraft company.

The Firestone family have moved into their new home in the 800 block of Amford Drive. Mr. Firestone is deputy city attorney. They have two children, Hope, 3 and Bruce, 13 months.

Mr. and Mrs. John W. Anderson, 4743 Lotus St., have moved into their own home in the 4000 block of Atascadero Drive. Mr.

Anderson is assistant vice president of the San Diego Trust and Savings. They have a daughter, Cindy, 10.

Back again in San Diego are Lt. (USN) and Mrs. Robert Heckman and their four children who are at home now in the 3700 block of Wildwood Road. Lt. Heckman's parents, Mr. and Mrs. Irvin J. Heckman, live on Harbor View Drive.

Los Alamos, New Mexico is the former home of newcomers Mr. and Mrs. J. T. Iles and their 8-year-old son, John, who have bought a new home on Amford Drive. Mrs. Iles' mother, Mrs. Sue Jones, from Houston, Texas, lives with them.

Lt. (USN) and Mrs. George W. Phillips, from Monterey, have bought a home in the 4000 block of Atascadero Dr. They lived on Wilcox St. four years ago. They have a daughter, Maribeth, 3.

Mr. and Mrs. D. A. Mead got in their own home on Pescadero St. just in time they moved one day and their fifth child, Darlene Cynthia, was born the next! Mr. Mead is a former manager of the Strand Theatre.

3 Local Teachers Attend 'Workshop'

Three teachers from Peninsula area schools are attending the Education Workshop, "Community Influences on Learning and Curriculum Planning," at San Diego State College this summer.

They are Wylie B. Candor, math teacher and student government advisor at Point Loma High; Raymond E. Smith, music teacher at Dana Junior High, and Mrs. Almyra Brooks, speech therapist for elementary schools in this area.

The course is designed to help teachers develop plans for the coming school year.

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FISH DINNER FRIDAY

A fish dinner will be held at the O. B. Woman's Club Friday, July 27 from 6 to 8 p.m., followed by social card games. Donation \$1.25. For reservations call AC-28213 or AC-2-9107.

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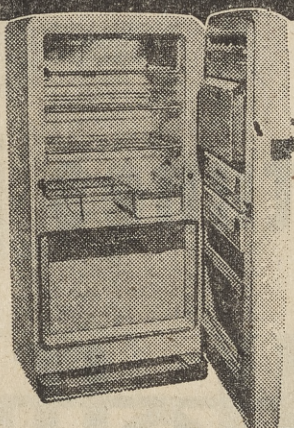
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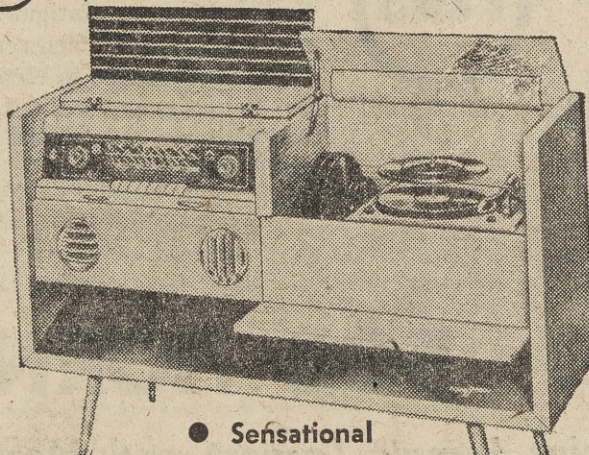
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OCEAN BEACH 4896 Newport (at Cable) AC-3-7152
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economically too!

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FOR
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DAILY



SEEDLESS
GRAPES 11½¢
Fancy Northern lb.

FANCY
CELERY 10¢
Extra Large each

ELBERTA
PEACHES 3 lbs. 25¢
FANCY 3 lbs.

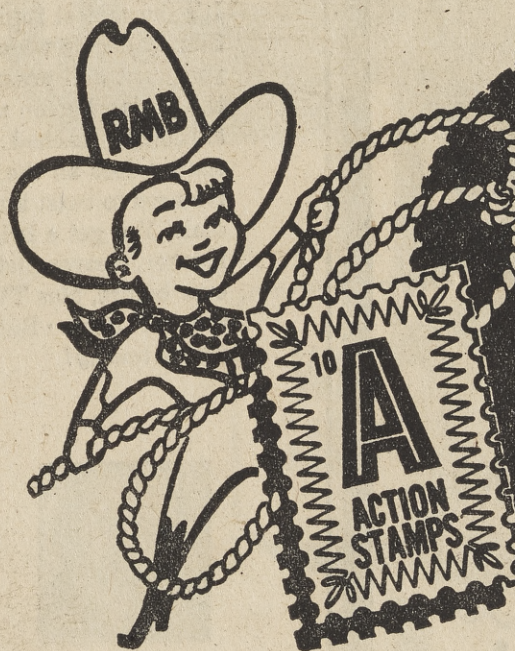
CRISP
ROMAINE 5¢
LARGE each



FRESH
**HEN
TURKEYS**
OVEN READY
lb. 49¢

FRESH
HENS
WHOLE OR CUT UP
lb. 35¢

NOW OPEN SUNDAYS 10 a.m. to 6 p.m. --- Daily 8 a.m. to 7 p.m.
Friday & Saturday, 8 a.m. to 8 p.m.



**RANCHO
MARKET
BASKETS**

WE GIVE ACTION STAMPS!

4967 NEWPORT AVE.

OCEAN BEACH

When It Comes To Fine Jewelry COME TO

JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

PL Methodist

The Rev. Kent Douglass will be guest speaker, Sunday, July 29, at the morning service at Point Loma Methodist Church, it was announced.

A graduate of Kansas Wesleyan University, the Rev. Douglass is assistant pastor of Grace Methodist Church of St. Louis. He and Mrs. Douglass and their daughter, Joyce Renee, are visiting with his parents, Mr. and Mrs. Art Douglass, of this area.

WE SPECIALIZE IN CAREFUL LUBRICATION

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INDEPENDENT DEALERS
— We Give S & H Green Stamps —
Newport at Cable Telephone AC-3-7008

OUR MENU IS A GUIDE TO SUPERB AUTHENTIC MEXICAN DISHES

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LA PLAZA SHOPPING CENTER

11 to 8 Daily — 12 to 9 Sunday — Closed Tuesday
1852 BACON ST. AC-3-9512 OCEAN BEACH

No Body Kin Beat Ma Zeke's Cookin'

PHONE EARLY FOR ROTISSERIE \$1.29
ROASTED CHICKENSSpecial 1 each

NECKS3 lbs. 25c

GIZZARDSlb. 25c

LEGS & THIGHSlb. 89c

BREADED SHRIMP, box 35c.....3 for \$1.00

FRESH LOCAL BROILERSeach 98c

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Zeke's Farmhouse

5001 NEWPORT AVENUE

Beach Area's Only 100% Locally Owned Theatre

STRAND

4950 Newport — Ocean Beach — AC-3-4150

NOW PLAYING

ENDS SAT.

Walt Disney's

"PINOCCHIO"

— plus —

'EARTH VS. THE FLYING SAUCERS'

Starring HUGH MARLOWE

SUNDAY, MONDAY, TUESDAY

WALTER BRENNAN — PHIL HARRIS

"GOODBY MY LADY"

— plus —

"ANIMAL WORLD"

"PINOCCHIO" and

"EARTH VS. THE FLYING SAUCERS"

4 CARTOONS

FREE PRIZES

"GOLDEN GIRL" plus

"TWO FLAGS WEST"

Plus 3 CARTOONS

FIESTA CLEANING
SPECIAL
Plain
Pants 45c Dresses 89c
ALL OTHER ARTICLES PRICED ACCORDINGLY

Guaranteed Best Dry Cleaning In San Diego

Regardless Of Price

Bonded Cleaners & Laundry

POINT LOMA 1025 ROSECRANS and FIVE POINTS

PERSONAL NOTES

Miss Sadie Diano of 4561 Niagara recently spent 6 weeks visiting with relatives and friends in New York City.

Mr. and Mrs. Robert Long and family of 4519 Del Mar Ave. are visiting in Mexico City and checking on authentic costumes for the Fiesta.

Mrs. Robert Stivers, Cape May Ave., returned recently from an extended trip throughout the Eastern states.

Mrs. Lillian Henderson and Mrs. Lucille Ladewig of Palm Springs were recent house guests at the home of Mr. and Mrs. Marc Strauss on Pescadero.

Wesley Heineke celebrated his 33rd birthday recently by attending the bull fights.

Mr. and Mrs. William Lancaster have returned from a week's honeymoon trip to Lake Arrowhead. They have an apartment in Southgate, Los Angeles.

Mr. Lancaster, son of Mr. and Mrs. Milton Lancaster of 2330 Plum, assumed his new position with the Goodyear Rubber Co., of Los Angeles on July 9.

Mr. and Mrs. L. N. Schowengerdt of 4403 Newport Ave. drove their son, Nick, to Kansas City, Kan. recently where he boarded a plane for the Coast Guard Academy in New London Conn. Nick, who graduated from Point Loma in June, won an ROTC scholarship to the academy.

Mrs. Mary Fold of 2335 Seaside celebrated her birthday July 15 by picnicking with her husband and close friends. Mrs. Fold also was honored when her lodge, the Past Oracles of Royal Neighbors, gave her a party.

Mr. and Mrs. Jimmy Brattin of 4525 Point Loma Ave. entertained house guests recently.

Visiting for three days were Mr. and Mrs. William Creighton, Mrs. Brattin's parents, and her sister, Mrs. Harold Trezise. Diana and Janice Trezise, her nieces also were guests.

Two weeks in northern California were spent by Mr. and Mrs. Arthur Stone of 4873 Newport Ave.

Florence Ritchie of Kensington spent a weekend with her friend Marcia Turley of 5057 1/2 Brighton Ave.

Mr. and Mrs. William Johnson of 5035 Narragansett Ave. are spending 4 weeks visiting with his parents, Mr. and Mrs. M. B. Johnson in Minnesota.

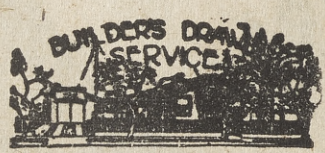
A day in Los Angeles was spent recently by Mr. and Mrs. John Wahl of 4878 Newport Ave.

A Fiesta luncheon and bridge party was given recently in the home of Mrs. Loring White at 896 Moana Dr. Hostessing were Mrs. White and Mrs. Jim Noel of 3035 Garrison.

The 24 persons attending the affair were dressed in typical Fiesta costumes and ate the Spanish food set before them like true Spaniards.

Desi Arnaz, famed TV star and musician, visited here last weekend. He was a guest at the Outrigger and spent a relaxing two days fishing.

Never jump aboard a small boat, advises the National Automobile Club. You may go through the hull.



HUB MISHLER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

'Pal Joey' Popular At L.J. Playhouse

Shapely, talented dancing girls, a star-studded cast and the tuneful music of Richard Rodgers have combined to set La Jolla Playhouse spinning with enthusiasm as the famed "summer theatre" celebrates its tenth anniversary with its first production of a musical play, "Pal Joey."

So popular is the reception of this production, which stars Gene Nelson, Benay Venuta, Sue Carson and George "behind the eight ball" O'Hanlon, that the Playhouse has scheduled an extra performance for Monday night, July 30, which is usually the actors' night off.

Written by John O'Hara, with music by Rodgers and lyrics by Lorenz Hart, "Pal Joey" was first produced by George Abbott on Broadway in 1941 with Gene Kelly in the title role, the part taken in La Jolla by Nelson. One of the few musical plays written for a male dancer, the story concerns an unscrupulous night club entertainer. The music, some of the finest ever composed by Rodgers, is noted for two memorable tunes, "Bewitched, Bothered and Bewildered" and "I Could Write a Book."

Classified ads—they satisfy.

TRY IT, YOU WILL

LIKE IT

MADELINE'S
DINING ROOM
AT THE MARLIN INN

Luckel To Speak

Commander Ernest L. Chezem, president of the Army and Navy Club, announced that Assemblyman Frank Luckel will speak to the club at a dinner meeting Thursday, July 26 at 6:30 p.m. at the Commissioned Officers Mess at the Marine Corp Recruit Depot. The subject will be "The Evolution of our State Government."

California hunters bagged 2,571,500 doves during the 1955 season, reports the National Automobile Club.



FROM DIAPER PINS TO FRATERNITY PINS

No matter their age, you will find our pharmacy ready to serve everyone in your family with all that's latest and best in drugs and sundries.

BONHAM'S PHARMACY

Serving Point Loma and Loma Portal
9 a.m. to 9 p.m. daily
24 Hour Prescription delivery
1220 Rosecrans AC-3-1617
If no answer call AC-3-5248

Mrs. Nina Beemer Says...

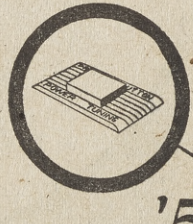
"This is my third HOFFMAN Television set. I wouldn't own any other kind. Occasionally I visit my friends homes to view television and I'm always anxious to get home to my wonderful HOFFMAN. It's a beautiful 21" Palo Alto Hoffman Console equipped with the New Easy-Vision Lens with the Neutrex Light Shield. The cabinet is of the popular Salem Maple Finish."

Mrs. Nina Beemer owns and operates the very popular Nina's Cafe located at 4855 Voltaire street in Ocean Beach.



it's TV's magic touch...just press the button!

this tv tunes itself!



'57 Hoffman

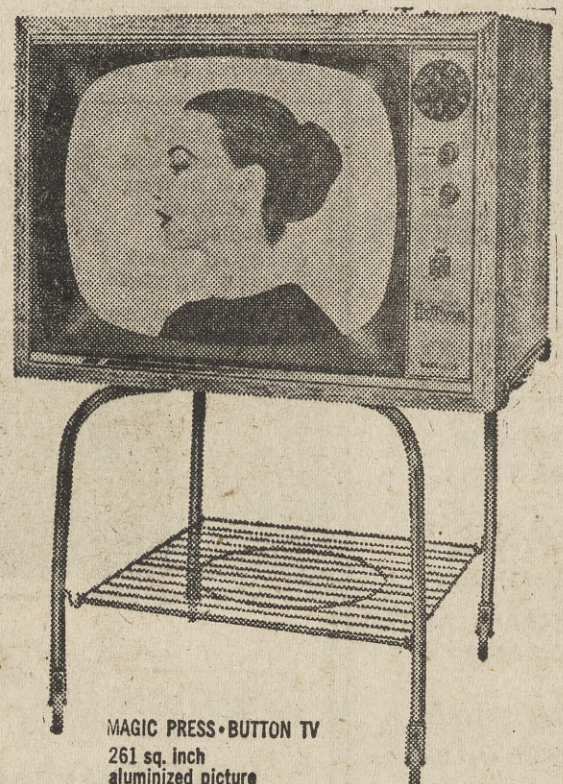
MAGIC PRESS • BUTTON
power tuning

It's the easiest tuning yet! Simply decide which channel you want and press down the tuning button until your station is reached...power tuning does all the rest. No need to twist knobs or dials. You get a brighter, blacker, clearer picture than ever before, plus TV's magic touch...Press • Button power tuning!



NEW BLACK EASY-VISION

Only Hoffman gives you Easy-Vision, the lens that lets you watch for hours and hours without eye fatigue... now with amazing Neutrex Light Shield added to keep the picture bright without washout even in brightest daylight! See it today!



MAGIC PRESS • BUTTON TV
26 1/2 sq. inch
aluminized picture
tube. Lined oak
finish. Mark 10
chassis. Base
extra. \$1161

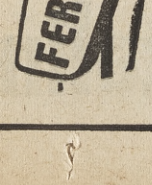
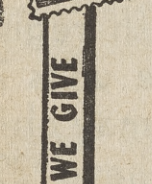
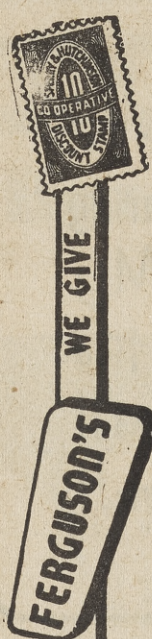
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1865 SUNSET CLIFFS BLVD.

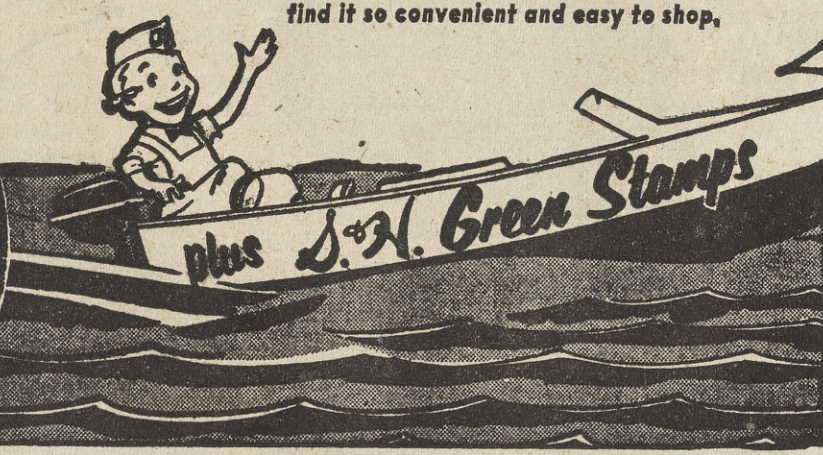
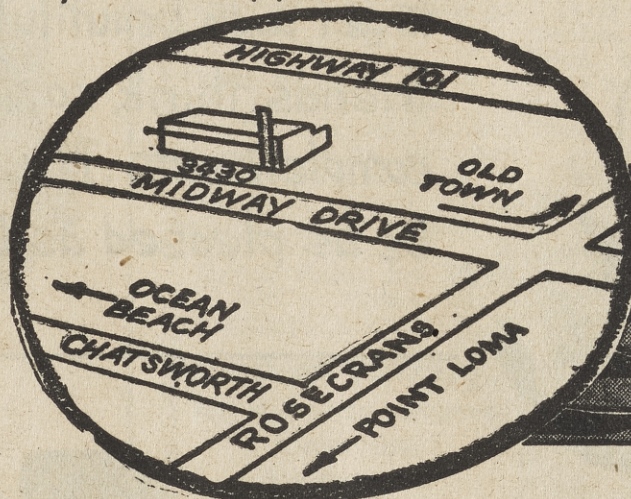
AC-3-7139



Breeze Along... to Faster Savings

When you shop at Ferguson's you get Everything. Everyday low prices! Super week-end specials! Special promotions! Finest quality and variety of foods and the only nationwide stamp plan—S&H Green Stamps.

Be sure to visit Ferguson's Superette at 3430 Midway Dr. It's a beauty! You'll find it so convenient and easy to shop.



These Prices Effective At
Ferguson's Superette Only!

3430 MIDWAY DRIVE

"Choice" Chuck Roast

U.S.D.A. Graded "Choice", "Ferguson's-Supreme" Beef
You'll notice a big difference in the color, texture and flavor of a "FERGUSON-SUPREME" chuck roast. That's because "FERGUSON'S-SUPREME" Beef is especially prepared to our exact specifications, aged to peak tenderness and trimmed of excess fat and bone.

Yes indeed, we invite your comparison on every score, you'll agree "Ferguson's-supreme" U.S.D.A. "Choice" Beef is the ultimate in value.

lb. 25c

Frying Chickens **39c**
WHOLE BODIED.....lb.

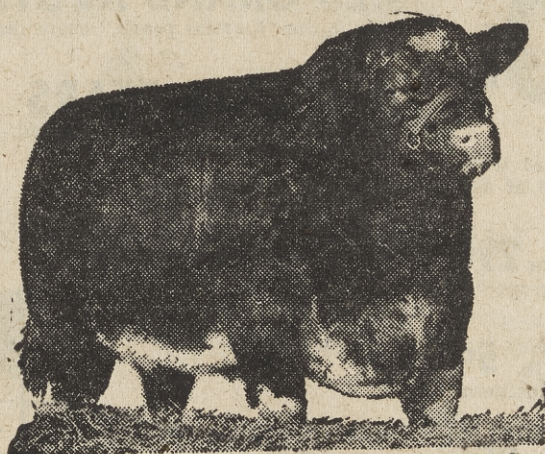
BACON **39c**
Morrell's Yorkshire.....lb.

BANANAS **10c**
GOLDEN RIPE, CENTRAL AMERICAN.....lb.

WATERMELONS **2c**
SWEET JUICY, RED RIPE.....lb.

OLEO **19½c**
TASTEWELL, QUARTERS, COLORED.....lb.

CIGARETTES **1.71**
ALL POPULAR BRANDS.....Carton, plus tax



Ferguson's Buy Prize Beef

We were fortunate to be able to purchase some of the wonderful 4H prize beef from the San Diego County Fair, and you'll find this super delicious prime beef at your nearest Ferguson's Market priced at our usual regular low prices, so treat yourself royally. Enjoy the ultimate in quality. Get valuable S&H Green Stamps too!

3430 Midway Drive

THE YEAR'S OUTSTANDING VALUE! STAINLESS STEEL FLATWARE!



In appreciation of your patronage we are proud to offer you this graceful and informal pattern in fine Stainless Flatware that complements both the traditional and modern table. Extremely useful because it requires so little care. Practical for everyday use yet beautiful and formal enough for all entertaining.

5 Piece Place Setting
or Set of 6 Tea Spoons.
Regular \$2.25 Value.
At Ferguson's Only...

79c

With \$5.00 Purchase

A graceful and informal pattern that complements both the traditional and modern table.

Extremely useful because it requires so little care. Practical for breakfast, lunch and dinner yet beautiful and formal enough for all your entertaining.

No Cash Register Receipts. No Envelopes to Save. No Gimmicks. Just a Grand Value for you.

Accumulate your set the Easy Way. Shop regularly at Ferguson's. Buy one or more place settings each week.

never tarnishes
never rusts
never scratches
never stains
never peels
solid thru-out

Reg. \$2.25 Value
Now only **79c**

With \$5.00 Purchase



Extra teaspoons in matching pattern - set of 6 only 79c

Accumulate your set the easy way
Buy one place setting each week!



SINCE 1938... SERVING YOU THE FINEST FOODS

THIS
SENSATIONAL
OFFER GOOD
ONLY AT
PT. LOMA
FOOD BASKET!



Everybody in town is talking about Food Basket's exciting offer of free dinnerware! I'm as thrilled as can be at this fabulous opportunity to get such beautiful, hand-painted dinnerware absolutely free. My friends think so, too, for all of us are well on our way to building two complete sets. If you haven't started your set, begin right now. You'll be as pleased as I am to be a Food Basket Super Shopper!!

FREE HAND PAINTED DINNERWARE!

You Get a 5-Piece Place Setting or a 3-Piece Soup Bowl Set absolutely free with every \$29.00 worth of green cash register tapes from our Point Loma Food Basket. Each of these units is a \$2.50 value! There is no limit to the number of sets you may obtain . . . So start saving your cash register tapes. When you have \$29.00 worth, bring them in and take your choice of the dinnerware you want. Don't miss this chance to build a complete dinnerware set absolutely free.

Here's What Super Shoppers Say:

"My friends take one look at my set . . . and head for Food Basket to build a set . . . we're all thrilled at this free offer!"

"This is such a nice thing to have happen to me . . . it's a wonderful offer!"

"At my bridge club session last week, everybody was comparing notes on how many units they had!"

"I just love the distinctive design and colors which blend with my decor!"

"I'm giving my daughter a set for a graduation present . . . she wants one for her hope chest!"

When you have saved \$29.00 worth of green cash register tapes . . . come in and choose the dinnerware unit you want . . . It's absolutely free! Yes, it's that easy to get this beautiful hand-painted Algiers dinnerware for your very own. You can build a complete dinnerware set . . . one that you'll be so proud to use for family and guests! The pattern is distinctive . . . the coloring is lovely! This dinnerware is oven proof, underglazed . . . the pattern is guaranteed for a lifetime. Hurry! You just won't want to miss this chance to build your set free while enjoying top quality foods at Food Basket's low prices.

**UNCONDITIONAL
LIFETIME
GUARANTEE**

This ware is underglazed and pattern will never wear off, fade off, wash off or crackle. Free replacement is our bond.

ADDITIONAL COMPLETER SETS AVAILABLE

Complete your dinnerware with these matching serving pieces.

VEGETABLE BOWL and PLATTER

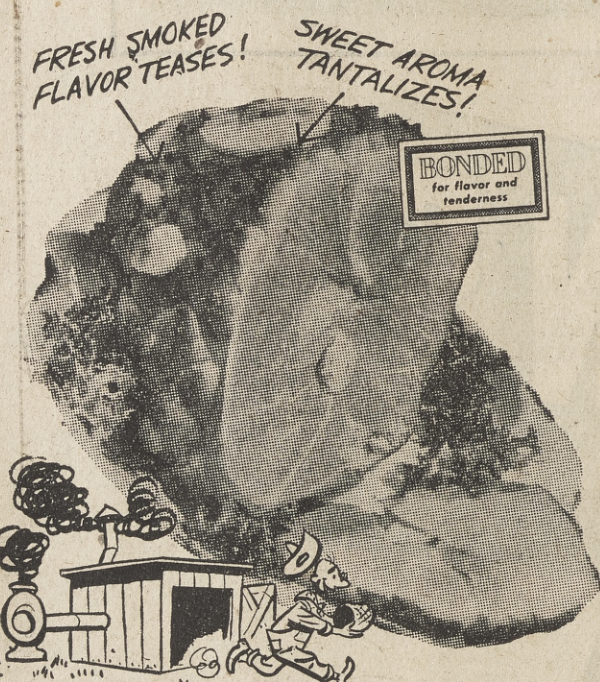
2-Pc. Set \$3.95 VALUE **\$1.99**

SUGAR and CREAMER

2-Pc. Set \$3.95 VALUE **\$1.99**

SPECIAL NOTICE TO CHURCHES, CLUBS

Here's your chance to get a complete supply of beautiful "Algiers" hand-painted dinnerware for your Church or Club! Save your Green Cash Register Tapes from our Pt. Loma Food Basket and "pool" them. Your church or club committee can then exchange them for FREE "ALGIERS" DINNERWARE SET!



FARMER JOHN

Ham
49¢ lb

HICKORY SMOKED—SUGAR CURED

Whole or Shank Half

Fine legs of pork from eastern, corn-fed porkers, deep-smoked with hickory and rushed to Food Basket within 8 hours after leaving the smokehouse. Improved treating method which permeates every single ounce with delicious flavor. Until you've enjoyed the sweet aroma and exquisite flavor of these Farmer John Hams from Food Basket—you've never really known the special flavor of a fine smoked ham!

FRUIT-A-RAMA

BANANAS 10¢ lb.

GOLDEN BANDED BUNCHES

Brought in from the steaming jungles of Central America . . . loaded with luscious flavor! Ripened to the peak of good eating, you'll find dozens of delightful uses for this favorite.

SEEDLESS GRAPES 2 lbs. for 29¢

Famous Thompson variety . . . large bunches of perfect, vine ripened grapes—U.S. No. 1 Graded.

CANTALOUPE 1 lb. 5¢

Finest jumbo cantaloupes with lively, sweet flavor . . . direct from Northern California.

CARDINAL GRAPES 2 lbs. for 25¢

Large bunches of juicy, large, red grapes . . . full of delicious, tangy flavor.

SANTA ROSA PLUMS 2 lbs. for 29¢

Dark red, fancy grade plums, so sweet and juicy for your eating pleasure . . . large size.

NOW is the time to discover Food Basket's fabulous array of summer fruits . . . it's breathtaking! Now all Sale Priced!

RED GRAND NECTARINES 1 lb. 29¢

This is the "fuzzless peach," extra fancy, extra large, freestone, beautiful golden color.

BARTLETT PEARS 2 lbs. for 29¢

California pears, U.S. No. 1 Graded, first picking of the season. Very firm . . . they're ready to ripen!

PINEAPPLES 1 lb. 12¢

Right off the boat from Hawaii especially for our Fruit-A-Rama . . . ripe, sweet, average weight 3½ - 4½ lbs.

HOW TO GET THERE



Food Basket

The New Pt. Loma Food Basket is Located at Talbot & Catalina



STORE HOURS: Daily, 9 a.m. to 7 p.m.
Friday—9 a.m. to 9 p.m.
Sunday—10 a.m. to 7 p.m.

Prices effective Thursday, Friday, Saturday
Limit Rights Reserved . . .

SAFeway FOOD NEWS

Bar-B-Chuck*

Steaks



How to marinate chuck steaks for added flavor, tenderness

For 2 1/2 to 3 lbs. of meat:
 1 cup salad oil 1 teaspoon salt
 1 cup chopped 1 tsp. rosemary
 1/2 cup vinegar 1/2 tsp. basil
 1/2 cup onion 1/2 tsp. pepper
 (half of this 1 or 2 cloves
 may be sherry garlic, crushed
 wine)

Combine all ingredients; mix well and pour over steak. Let stand overnight, or at least 3 hours. Broil steaks 4 to 5 inches from heat for 15 minutes. Turn; baste with marinade and broil 10 to 15 minutes more. Or cook on grill over hot coals to desired doneness, basting frequently with remaining marinade.

*Steaks from fine quality Beef Chuck
 ... cut specially for outdoor grilling or oven broiling!

Trust your Safeway to come up with delicious barbecue steaks... at extra-low cost! These steaks are cut from finest quality chuck. When properly marinated (see recipe panel) and broiled, they're wonderful! Serve them sizzling hot from your outdoor charcoal grill or from your oven broiler. You'll find them tender, juicy, rich-flavored. You'll love the thrill... your family will love you for the barbecue feast. Your money refunded if you're not pleased!

These prices effective in all Safeway Store in San Diego Thursday, July 26 thru Sunday, July 29. Limit rights reserved.

Bar-B-Chuck Steaks

USDA Choice Beef

Specially Prepared Bar-B-Chuck Steaks

lb. 79^c

Angel Food Ring

Cherry Angel
 Food Ring. 12 oz.
 A Curly Cake
 Bakery Special

39^c

GROUND BEEF

State Inspected
 Freshly Ground
 Visking Sealed

lb. 39^c

Stew Meat

Boneless USDA
 Choice Beef

lb. 59^c

Short Ribs

Tasty, tender
 Beef Ribs

lb. 15^c

Boiling Beef

Fine in Soups
 and Stews

lb. 12^cChuck Roast.....lb. 29^c(7 Bone Roast.....lb. 33^c)

GROUND SHOULDER

Freshly Ground
 USDA Choice

lb. 49^c

BREADED SHRIMP

Captain's Choice, Frozen

10-oz. pkg. 63^c

COD FILLET

Captain's Choice, Frozen

1-lb. pkg. 41^c

Summer Produce Features at Safeway

GOLDEN CROSS

CORN

Picked and Iced
 Immediately—
 Then Rushed
 To Stores

Each

5^c

Cantaloupes

Famous
 45 Seed
 Small
 Centers

lb. 4^c

Santa Rosa Plums

Selected
 Quality

lb. 12^c

Outstanding Grocery Values From Safeway

Sliced Beef

Kingman Dried Beef.....2 1/2-oz. glass 25^c

Jello

All varieties Gelatin Desserts.....3 pkgs. 23^c

Mayonnaise

Nu Made.....quart jar 59^c

Preserves

Tea Garden, Peach, Apricot-Pineapple, Grape and Plum.....Your Choice 3 20-oz. glasses \$1⁰⁰

Baby Limas

Bel-air frozen.....10-oz. pkg. 24^c

These prices effective in all Safeway Stores in San Diego County Thursday, July 5 thru Sunday, July 8. Limit Rights Reserved

SHOP YOUR LOCAL SAFEWAY

LOCATED AT

4905 Newport Ave., Ocean Beach

3010 Carleton St., Point Loma

2850 Midway Drive



SAFeway

WHO'S NEW ON POINT LOMA

Realizing their dream of many years, to live in Loma Portal when they retired, are Lt. (USN Ret.) and Mrs. H. W. Falbe, of Long Beach. They have bought a home in the 3600 block of Oleander Drive and are busy getting settled.

Henry M. Moore, reared in Loma Portal, has moved back to the Peninsula area from Santa Monica. He and Mrs. Moore have bought a home in Fleetridge. Mr. Moore is an assistant engineer for a local aircraft company.

Another former San Diegan, Mrs. John A. Wallace, has re-

turned from Los Angeles and has bought a home in the 2700 block of Azalea St. Her mother, Mrs. Bertha Conrad, lives with her.

Lt. Jg (USN) and Mrs. D. K. Harrison, from Bremerton, Wash., have moved into their home in the 3300 block of Wisteria Drive. They have a son, Chris, 3 months.

Enthusiastic newcomers from Ames, Iowa, are Mr. and Mrs. R. K. Flori, who are making their home on Nipoma St. Mr. Flori is manager of a shoe department in a San Diego store.

Sunset Variety

4715 POINT LOMA AVENUE

Under New

Management

Toys - Model Airplanes

Greeting Cards - Gifts

When It Comes To

Fine Repair Service

COME TO

JEWELERS

ORRBIT

4822 NEWPORT AVE.

AC-3-1840 Ocean Beach

Piano Instruction

Your Home... Children or

Adults. Modern or Classical.

Experienced Credited Teach-

er. Miss McCurdy AC-2-3736.

Opening Wed. Aug. 1

MAXINE'S BEAUTY SALON

4150 Voltaire Ocean Beach

Maxine Spencer, Manager



- Permanent Waving
- Hair Styling
- Tinting
- Bleaching

For Appointment

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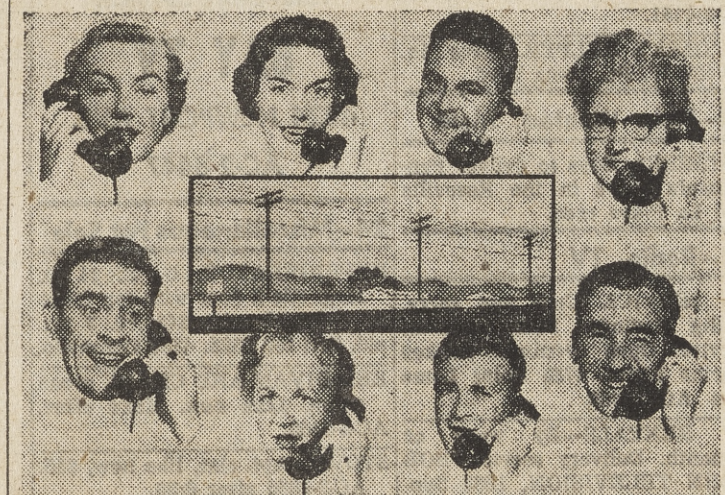
AC-2-8680

Closed Mondays



J. L. Webb, your Telephone Manager in San Diego

WHAT'S DOING



Phone calls go "piggy-back" riding

Pretty soon now, many local telephone calls are going to start riding "piggy-back." They'll go one on top of the other, as many as four separate calls at the same time on the same telephone line. This means one line will do the work of four. And, of course, that means more and better service to more people. For many years, "piggy-back" systems have been speeding up your long distance calls. Now we've discovered how to use the same kind of equipment for local calls. This is an example of how telephone people work to develop new and better equipment. The men and women of Pacific Telephone work to make your telephone more useful every day.

TALK-WITH A STOP WATCH

Seconds on a long distance call really counted back in 1902. The shortest initial period was 1/4 minute. "Talk" over a pair of wires was an expensive commodity in those days. No time for just small talk. Even the example used in the directory to show you how much could be said in 15 seconds was "right" talk. Check this wording: "I did not telegraph, fearing you were out of town. Could not spare the time to go up on train. Must have your decision now, so called you by telephone."

To the more distant points cost climbed rapidly—unless you rattled off what you had to say and hung up fast. A Portland to San Francisco call, for instance, was featured as a special. The rate: 75 cents for 1/4 minute. After that, additional charges measured in seconds.

HEALTH FOR ALL

If you're tempted to bleach your hair the shade that gentlemen are supposed to prefer, you might remember that the famous quote ends "but they marry brunettes."

If you can reconcile yourself to the shade of hair that nature gave you, it will be better for the health of your hair. Medical authorities warn that a woman risks losing many of the prized properties of her hair when she sets about becoming a blonde the peroxide way. The hair's sheen, its ability to take and hold a curl, and its generally healthy look are often sacrificed.

Bleached hair always looks dry and is brittle and hard to manage. There's little doubt that bleach weakens the hair, since it must be strong enough to penetrate the major part of each hair to reach the pigment in the center of the shaft.

Getting the right shade of blonde hair is another problem. Peroxide most often produces a harsh yellow, unflattering to all but the very young. So a hair dye must be added to get a shade that will be suitable to the complexion. The two processes consider-

ably increase the strain on the hair.

And that's only the beginning. It isn't the initial cost, it's the upkeep. Hair bleaching requires skill and should be entrusted to no one but a professional. Hair grows about a half inch every month, so newly grown hair must be bleached at least once a month—a continual strain on the budget. Another problem is the fact that bleached hair resists curling. Permanent waves and even routine setting after a shampoo produce inferior results.

So ask yourself, before you decide you must become a blond bombshell, whether it will be worth the price.

(This column is sponsored, in the interest of better health, by the San Diego County Tuberculosis and Health Association and the Peninsula News.)

Legal Notices

CERTIFICATE OF INDIVIDUAL

FICTITIOUS NAME

No. 21551

I hereby certify that I am transacting business at 3000 Upshur Street, San Diego in the State of California, under a designation not showing the name of the person interested in such business, to-wit:

Point Loma Yardage Shop
 ANITA BERYL SMITH
 4333 Balboa Street
 San Diego 7, California

State of California,
 County of San Diego, ss.

On the 8th day of July in the year one thousand nine hundred and fifty-six, before me personally appeared Anita Beryl Smith, known to me to be the person whose name is subscribed to the foregoing instrument and who acknowledged to me that she executed the same.

WITNESS my hand and the seal of my office this 8th day of July, 1956.

(Seal) ELIZABETH F. MATTHEWS,
 My commission expires Feb. 27, 1957.
 Published in the Peninsula News July 12, 19, 26, Aug. 2, 1956.

CERTIFICATE OF BUSINESS

Fictitious Firm Name

The undersigned do hereby certify that they are conducting a Furniture repair business at 4154 Voltaire Street, San Diego 7, California, under the fictitious firm name of PANKE'S FURNITURE REPAIR, and that said firm is composed of the following persons whose names and addresses are as follows:

To-wit:
 Edward J. Panek, 4154 Voltaire Street,
 San Diego 7, Calif.
 Evelyn Panek, 4154 Voltaire Street,
 San Diego 7, Calif.

Witness our hands this 11th day of July, 1956.

EDWARD J. PANKE
 EVELYN PANKE

State of California,
 County of San Diego, ss.

On July 11, 1956, before me, the undersigned, a Notary Public in and for said County and State, personally appeared Edward J. Panek and Evelyn Panek, known to me to be the persons whose names are subscribed to the within instrument and acknowledged that they executed the same.

WITNESS my hand and official seal this 11th day of July, 1956.

(Seal) ELIZABETH F. MATTHEWS,
 Notary Public in and for said County and State.
 My commission expires Feb. 27, 1957.
 Published in the Peninsula News July 19, 26, August 2, 9, 1956.

SAVE

AS YOU SPEND

SHOP WHERE YOU GET

J.C. GREEN STAMPS

OCEAN BEACH

LOWNES' DEPT. STORE

4960 Newport

AC-2-8688

LOMA PORTAL

R. E. MOORE GARAGE & SERVICE STATION

2918 Lytton St.

AC-3-5331

1—Homes For Sale



Before doing it... I'd suggest you consult L. Van Stelle, Realtor, 2304 Sunset Cliffs Blvd.

LOOK! LOMA PORTAL

3 B.R. 3 yrs. old with Electric range, insulated, 60-ft. concrete patio, fenced, built-in hutch, garbage disposal, fan over stove, beautifully decorated, immaculate thruout. See owner 3386 Wisteria Dr. or Call AC-2-6817. Priced right \$14,950.

3-A—Trade 'n Swap

40-ft. Motor Launch, Chrysler powered, sleeps 3, \$1600 equity. Will trade for car or property. AC-3-7397.

Rentals

Welcome Friends

To The

DEL WOOD

APARTMENT MOTEL

First Class Accommodations

Day, Week or Month

Call AC-2-1909 for Reservations

2104 Bacon St. Ocean Beach

San Diego 7, Calif.

5-A—Houses, Furn., Unfurn

1 BDR. Cottage, near beach, ideal for bachelor. 5146 Muir. Phone AC-3-5375.

Rentals

DO IT YOURSELF

Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows, 1/2 in. Weed Cutters, Power Lawn Mowers, Lawn Renovators, Roto Tillers, Garden Tractor, with Dozer and Plow, Sanders, Misc. portable electric tools. Trailers. Elect. Hedge Shear.

AUSTIN'S

4856 Santa Monica AC-3-8324

8—Contractors, Builders

REMODELING
& ROOM
ADDITIONS

Let us assist you in your planning and financing. FREE ESTIMATES & ADVICE

SAN DIEGO

HOME IMPROVEMENT CO.

4837 Voltaire AC-3-8849

WALLS, fireplace, patios, barbecues, drains, carpentry, plastering repairs. Free estimates. A Simas, AC-2-8717.

REMODELING

Property Maintenance
Residential Drafting Service
B. Fredman, AC-3-5544

9—Painting & Decorating

ROBBIE'S

Pittsburgh Paint Store
Painting & Paperhanging
Contractors
FREE ESTIMATES

1855 BACON ST. AC-2-6181

Merrill A. Robertson

INTERIOR - EXTERIOR Painting. Low Hourly rates. Clean Work. No job too small. AC-2-8273.

"WE PAINT HOUSES"

AC-2-7061

10—Landscaping

Andy's

LAWN MAINTENANCE
Gardening Service, Tree Service
Free Estimate
AC-3-6358

LANDSCAPE GARDENING

BY

BEN M. STONE
EXPERT PRUNING, HAULING
Monthly Maintenance
AC-3-7668 AC-3-9477

TOPSOIL

Grading, Skiplading
Larry Eulberg, AC-2-8888

13—Schools, Instruction

MUSIC INSTRUCTION
On Clarinet, saxophone — flute. Beginners or advanced, \$1.50, my home Mr. Franzman, AC-2-4584.
BE ACCOMPLISHED! Learn to play violin with M. MacLeod. AC-3-5305, AC-3-1602.

14—Personals

IT'S GOOD BUSINESS—
TO HELP THE
HANDICAPPED — HELP
THEMSELVES

Your donations of Clothing, Shoes and Furniture provide the "wherewith" for them to be useful and happy members of society

GOODWILL INDUSTRIES

402 5th Ave. BE-3-5157
24 hr. Telephone Service
Myron Insko, Exec. Director

TELEVISION FOR SALE—How many people would buy that television if the price was right? Use the classified ads for results

15—Services Offered

LAWN MOWERS
SHARPENED

Hand or power by factory approved methods. Satisfaction guaranteed.
Saws, Shears, Hand Tools
Pick-Up and Delivery

AUSTIN'S

4856 Santa Monica AC-3-8324

TYPEWRITERS

ADDING MACHINES
Buy for less. Discount to Service Men. Rentals, Repair, Sales. 30 years experience.

Beach

Typewriter Co.

5035 Newport AC-2-7133
Ocean Beach

PURCELL RUG FARM, Used Rugs & Carpets, wall-to-wall carpet, cleaning, modern latest equipment. Sewing & binding. 3x12 Cleaned \$6.00. 4234 Voltaire, AC-3-9877.

15—Services Offered

WINDOW SHADES

Repaired — Replaced
Bring in your old rollers and save.

SHAW'S FURNITURE

4051 Voltaire AC-3-3630

GARDENING

2 years experience in general landscaping, maintenance of lawns, shrubs, trees and spraying. Free estimates. Month, day or hour. CY-6-0947 or CY-8-5121, ask for Roy.

WALT'S

LANDSCAPE GARDENING

LAWN CARE

Bulldozing Clean Ups
Free Estimates AC-3-8362

WEY-RITE

For service and information. Call HU-8-5877.

MIMEOGRAPHING

Distinctive Work.
IBM Electric Typewriter.
Telephone Answering Service.

LELA LAYNE

1051 Rosecrans AC-2-3719

WINDOWS AND SCREENS WASHED. AC-2-1080.

Painting, Window Cleaning and Janitorial Service. Commercial and Residential. AC-2-9611.

TYPING, address envelopes. My home. AC-2-4502.

CARPENTRY, Repairs, remodeling, gardening, maintenance. References. AC-3-1704.

CARPENTRY, Small remodeling, Home repairs, Furniture repairs, by hour or day. Phone AC-2-2305.

WINDOW CLEANING — Residential, Commercial. Also floor waxing. Call Tony AC-3-8314 or AC-3-9635.

CABINETS — Furniture, store fixtures, displays manufactured. Furniture Refinished. AC-3-1592.

PLANOS AND ORGANS TUNED and Repaired. AC-2-8379, 4869 Santa Monica.

GARDENING, clean-ups, new lawns. Month or job. Phone GA-8-1519 Eves.

LAWN MAINTENANCE—Clean-up, hauling. Call Larry AC-2-2581, AC-3-1105.

CARPENTER JOURNEYMAN, Particular work for particular people. Roy Bonham, AC-3-7331.

LAWN CARE, Landscaping, Gardening. Complete or partial maintenance. AC-3-6433.

DRESSMAKING and Alterations. BR-7-1376.

LAUNDRY AND IRONING, my home. AC-3-1773.

IRONING, light mending, buttons. My home. AC-3-6624.

CARDROOM

PASTIME CLUB CARD ROOM
Join your friends for a pleasant evening. Ladies welcome. 5049 Newport.

CHAIR CANING

RUSH SEATS

BLIND INDUSTRIES
OF CALIFORNIA
100 West "B" St. BE-4-4149

COCKTAIL LUNGES

WEBB'S CANTINEEN
Dancing Nightly
1921 Bacon AC-3-9850

ELECTRICAL

CONTRACTORS

C. O. CARL & SON.
2223 Bacon AC-3-1919

FLORISTS

JO'S FLOWER SHOP
4728 Voltaire AC-3-3306

FUNERAL HOME

BEARDSLEY FUNERAL
HOME
1818 Sunset Cliffs AC-3-8100

HARDWARE

SCHOEN'S HARDWARE
Housewares, Paints, Toys
4827 Newport AC-2-8091

JEWELERS

The Biggest Little Jeweler
in Ocean Beach
C. L. DERSCH
JEWELER and WATCHMAKER
4852 Newport Ave. Ocean Beach
All Work Done in our Shop!
AC-2-0215

SMITH & SONS JEWELERS
4831 Newport AC-3-0718

LAUNDRIES—Self Service

OCEAN BEACH
LAUNDROMAT
1877 Cable AC-3-1165

LUMBER

POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

MOVING & STORAGE

OCEAN BEACH TRANSFER
MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

15—Services Offered

B & K TRANSFER
1930 Bacon St. AC-3-9008

NOTARIES

SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES

BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

OPTOMETRISTS

PROFESSIONAL PHARMACY
OF OCEAN BEACH
1929 Cable St. Ocean Beach
Phone AC-3-8169 for
FREE DELIVERY

JOHN DAVIS LONG, O. D.
1370 Rosecrans AC-3-3114

STANLEY R. COBB, O. D.
1952 Sunset Cliffs
AC-2-3039

SCHOOLS

Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica AC-2-2314

PT. LOMA PLAY SCHOOL
2 thru 6 yrs.
2909 Keats (near DeFalcio)
AC-2-9111

SCHOOLS—Academic

Nursery to 9th Grade
WARREN WALKER SCHOOL
4605 Pt. Loma Ave.
AC-3-3663

SERVICE STATIONS

BILL'S MOBILGAS SERVICE
Corner Point Loma Ave.
and Sunset Cliffs, AC-2-4422

SHOE REPAIR

WOOD'S SHOE SERVICE
4979 Newport AC-2-0165

TAXI SERVICE

A.B.C. CAB CO. AC-3-8322
2-Way Radios Oper 24 hrs.
Low, Low Rates - Go Anywhere
5 can ride for price of 1
5049 Newport

WATER SOFTENERS,
Sales & Service

DUDLEY PLUMBING
4950 Voltaire AC-3-7468

17—Child Care

BABY SITTING — Experienced.
Your home. AC-3-7841.

CHILD CARE, my home. Days.
Fenced yard. AC-2-1548.

EXPERIENCED Baby Sitter,
your home or mine. AC-3-7717.

BABY SITTING. Full time, days.
My home. AC-3-5784.

19—Help Wanted, Female

SKIP TRACER — Collection
clerk. Will train. AC-3-9610.

WOMAN — Experienced Sales-
lady for Curtain and Drapery
Store. Full time. AC-3-5465.

RELIABLE PARTY for Mother's
helper. 5 day week. AC-2-8176.

BABY SITTER—4 days week.
9:30 to 6:30. AC-3-8444.

WOMAN full or part time for
Laundromat. AC-3-8752, Eves.
AC-3-3937.

BABY SITTER, 16 or over, in vi-
cinity of Froude and Adair.
AC-2-4451.

MOTHER'S HELPER. Live in.
5107 W. Pt. Loma Blvd.

20—Help Wanted, Male

CARRIERS, Boys to deliver Pen-
insula News in the Roseville
and La Playa area.

21—Radio, TV

TV SERVICE. Cash and carry.
Big Savings. Fast, efficient
service! Open evenings. Luckey
Marine Radio, 4733 Point Loma
Ave. AC-2-3069.

TV RENTALS—By week or
month. Delivery service. BOB
HORN TELEVISION, 1865 Sun-
set Cliffs, AC-3-7139.

24—Miscellaneous For Sale

INLAID LINOLEUM
Latest Designs by
ARMSTRONG—including
CORLON
FREE ESTIMATES

SHAW'S FURNITURE
4051 Voltaire St. AC-3-3630

BICYCLE. Girls. Good condition.
And a zither, brand new. Phone
AC-3-8408.

MARLIN ROD, 90 Penn. Rod, 600
yds. 72-lb. Test line. Like new.
AC-3-0360 after 6 p.m. 4665 Del
Monte Ave.

DINETTE SET, 5-pc. \$16. Violin
\$25. AC-3-3588.

REAL ESTATE

OCEAN BEACH

\$14,750—3-B.R. lovely home and
double garage, pretty yard.
\$4000 dn.

\$7950—Attractive cottage on cor.
50x125 room to build more.

\$13,500—Stucco duplex furn.
Close in.

\$14,000—4 B.R. view home.

LISTINGS WANTED

We want your OCEAN BEACH
AND PT. LOMA LISTING. We
WILL advertise it, in Five se-
parate papers.

BERT W. WENRICH

Realtor
Ocean Beach
2029 Bacon AC-2-8425

OCEAN BEACH

3872 CORONADO AVE.

This nice modern 2 bedroom
home in good neighborhood, close
to all schools. Vacant. \$4000 will
handle this one.

2 HOUSES ON ONE LOT

A well kept 2 bedroom home also
a nice one bedroom house to rear.
A good investment for a home
and income. Only \$5500 down.
See this one.

7 UNIT COURT

In good condition, newer con-
struction, good location, can be
converted into motel. \$7000 down
with good terms.

TITLOW AGENCY

4993 Niagara AC-3-1685

21-A—TV Sales & Service

21-A—TV Sales & Service

21-A—TV Sales & Service

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21-A—TV Sales & Service

REAL ESTATE

Point Loma -- Ocean Beach
Realty Association

LOOK FOR THIS EMBLEM

Your multiple realtors represent a rich tradition
of fair dealings. Are you personally acquainted
with a realtor? You should be with one of the
following:



Member Offices
Closed Sundays

POINT LOMA SELECT

A BARN RED COLONIAL,
just 3 yrs. old and immacu-
late, 3-B.R., Cedar roof, hard-
wood floors, disposal, copper
plumbing. Fenced yard, patio.
Fine neighborhood. Only
\$16,500. A MUST SEE.

SEE THIS FOR SURE! Like

new California Colonial, 3
twin bedrooms, 1 1/2 baths,
sparkling kitchen, nook. Entry,
gracious living room,
fireplace, central heat and
carpeted throughout. Beauti-
ful yard and gardens. Fine lo-
cation VIEW of bay and city.
\$23,850. Terms.

ONLY \$11,000 AND NEAT
AS A PIN. Cape Cod, 2-B.R.,
carpeted. Beautifully land-
scaped. Close to schools,
shops, church and bus. None
like this. Better call early!

ROBERT CROOKS CO.

Realtors
2125 Poinsettia
AC-3-7121 AC-2-5603

AT THE FOOT OF THE
RAINBOW

Darling 2 bedroom, cozy and
beautifully carpeted. Flag
stone patio with fireplace and
barbeque. Only \$14,750. Ex-
cellent terms.

ARE YOU LOOKING FOR
COMFORT?

See this lovely 2 bedroom
with large living room and
fireplace. Enclosed in a de-
luxe garden. FHA financing.
\$15,500.

PINK AND PRETTY

4.2 bedroom and garages,
large kitchens with lots of
tile, spacious living room
with hardwood floors. Ideal
location. \$36,500. Good terms.

RAINBOW REALTY

4785 Narragansett Ave.
AC-3-1668

PT. LOMA—NEW

3 B.R., 1 1/2 baths, fireplace,
carpets and double garage.
\$17,500.

LOMA PORTAL—VIEW

Of Kona Kai and Bay, Spaci-
ous 2 B.R., 25-ft. rumpus
room, new carpets and
drapes, Built 1951. \$19,500.

4 B.R. ON 1 FLOOR

3 B.R. and den, 2 baths, fire-
place, central heat, 2 car gar-
age. Level 2 year old. Near
school. \$23,500.

SIEGEL REALTY

AC-3-7147
4170 Voltaire

24—Misc. For Sale

END TABLES, 3 matched pieces.
Black ebony wood finish with
inlaid marbled formica tops.
Modernistic. One year old. Like
new. Cost over \$150. Will sell
all three for \$75. 4344 Coronado
Ave.

MATTRESS AND BOX SPRINGS.
Full sized. Cost \$140. Excellent
condition. Sell both for \$45. 4344
Coronado Ave.

MARINE Officer's uniform. Com-
plete Caps & Emblems. Call af-
ter 6 p.m. AC-2-6050.

POINT LOMA SELECT

A BARN RED COLONIAL,
just 3 yrs. old and immacu-
late, 3-B.R., Cedar roof, hard-
wood floors, disposal, copper
plumbing. Fenced yard, patio.
Fine neighborhood. Only
\$16,500.

THE PENINSULA NEWS BOOSTER SLOGAN CONTEST

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of The Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right.
3. Write your entry along the same theme as the words compiled. Bring or mail to the Peninsula News office.
4. The Peninsula News will have your entry impartially judged and award a Credit Certificate worth \$12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 1 p.m., Tuesday. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

\$312.00

— IN —

MERCHANDISE and SERVICES

WITH THE SPONSORING ADVERTISER OF YOUR CHOICE

SAVE TIME AND MONEY SHOPPING IN THE

PENINSULA AREA

More than 13,000 Families Read the Peninsula News Every Week

LAST WEEK'S WINNER:
MRS. C. E. ELLISON III
5026 Santa Monica

Winning Slogan:
When something you have is in need of repair,
A local service man will promptly be there.

Copyright 1954 W. J. Rankin

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

APARTMENT HOTEL

Ocean Manor Apartment Hotel
Heated Swimming Pool and Ocean Bathing, Fishing, Sun-decks, Patio, Television in every Apt., Single Rooms or 1- and 2-Bedroom Apts., Electric Kitchens, Infra-Ray Heat.
1370 Sunset Cliffs Blvd., on the Beach at Point Loma Ave., AC-2-7901

APPLIANCE & TELEVISION

Dawson Appliances & Television
Leading Brand Televisions & Appliances—RCA, Zenith, TV Rentals
4940 NEWPORT AC-3-1614

AUTO PARTS

Midway Auto Parts
"Auto Parts"
3038 MIDWAY DR. AC-2-1176

BAKERIES

Newport Pastry Shop
That picnics are fun you can't deny
So plan several now during July
We have what you need for a tasty lunch
To give it a real appetizing punch.
4953 NEWPORT AC-3-3556

BEAUTY SALONS

VERNA'S Salon of Beauty
• Verna
• Mr. Monte
• Marianne
1267 ROSECRANS, AC-3-1510

John's Salon of Beauty

Specialist in Personalized Beauty Services.
3013 ROSECRANS, AC-3-3487

Raymond's House of Beauty

Hairshaping, Permanent Waving, Hair Styling, Tinting, Manicuring.
"Perfect Haircuts"
1853 BACON AC-3-7328

BICYCLES AND TOYS

Gilmore's Bicycle and Toy Store
Schwinn Bicycles
Sales Service
Wheel Goods, Models, Toys, Sporting Goods.
Free Pickup & Delivery
5055 NEWPORT AC-3-3068

CAFE

Coffee Cup
Home-made pies and cakes. Complete Merchants Lunch from 60c to 75c. Also complete Luncheon and Dinner menu \$1.00 to \$1.70. Bring the entire family Child plate 50c. Under New Management.
1877 BACON AC-3-7017

CAR WASH

Midway Car Wash
Open 7 days a week. We give S & H Green Stamps. Soft Water and Mild Detergents. 3 Free Washes with every Polish Job.
MIDWAY & ROSECRANS AC-2-1372

CHILDREN'S WEAR AND ACCESSORIES

Morlin's Tot Shop
Clothing, Shoes, Furniture, Toys, Layettes. 25 years experience in fitting Children's Shoes. Everything for your Child. Infant to Twelve Years.
1918 CABLE AC-3-3817

CLEANERS

Point Loma Cleaners
"A LITTLE BETTER"
Pickup and delivery service for the entire Peninsula Area.
3663 VOLTAIRE AC-3-1354

Regal Cleaners

Quality Cleaning at Economy Prices. Let us Restore, Style, Shape and Brighten your Garments at no extra charge.
Drive in Parking, La Plaza Shopping Center.
1854 BACON AC-2-9028

CURTAINS & DRAPERIES

Joniaux Curtains and Draperies
The most Complete Curtain and Drapery Shop in the Ocean Beach area. Ready-made and Custom Made Curtains and Draperies, Bedspreads, Rods, Shades, Venetian Blinds, Accessories, Cornices, Slip Covers. Free estimate in your home. Up to 90-day accounts. No extra charge.
1851 BACON AC-3-5465

DANCE CLUB

Rock & Roll at Rosey's
Jam Session Every Sunday Night, with Dick Ryan's Band. Don't miss Jitterbug Contest every Thursday Night. Welcome—No increase in prices.
2228 BACON AC-3-9256

ELECTRICAL CONTRACTORS

C. O. Carl & Son
Wiring, Fixtures, Repairing Quality work our Specialty. 32 years serving the Peninsula Area.
2223 BACON AC-3-1919

The Peninsula News will award each week for the next 26 weeks a credit certificate worth \$12.00 to each eligible winning contestant—redeemable at any of the sponsoring advertisers who's ad is found listed on this page.

"CHECK THE ADVANTAGES"

This convenient Directory is composed of friendly local firms who realize that in order to maintain the patronage of resident shoppers, high quality, low cost and better service, must always be at your disposal. Hence, service, convenience, home delivery, local telephone, are just some of the many reasons why IT PAYS TO SHOP LOCALLY.

"ENJOY THE FRUITS OF LOCAL HARVEST"

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word—combine them and you have our slogan for this week—write a brief paraphrase along the same theme as the slogan—it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best, Get Shopping Done with Time to Rest."

Scotch Electric

Maintenance, Repair, Contracting—Serving the Peninsula Area.
3020 Midway Drive AC-3-8101

FLORIST

Windy's Drive In Florist
Flowers for all Occasions—Weddings, Funerals, Corsages, Cut Flowers. Open every day till 9 p.m.
"Say It With Flowers"
3001 MIDWAY, at Rosecrans AC-3-8177

FURNITURE NEW & USED

Bacon Street Furniture
New and Used Furniture and Upholstery, Television, Appliances. New idea for "Forgotten Rooms" is the New "Karpit Squares"—See them Today.
1884 BACON AC-3-5071

Community Furniture

We Buy, Sell or Trade. Rental on Rollaway Beds and Floor Polishers. We give S & H Green Stamps.
4887 VOLTAIRE AC-3-5714

GARAGES

Boech's Service
MOTOR OVERHAUL
BRAKES RELINED
WELDING
HYDRAMATIC A SPECIALTY
4605 VOLTAIRE AC-3-1447

Stevenson Motors

2 and 3 Year Guarantee on Dayton Tires with 40% off Exc. Complete Automotive Repairs. Expert Body and Fender Repair.
1955 BACON AC-3-7144

Wheatley's

Wheatley's Foreign and Domestic Car Repair. Complete Richfield Service. Now serving the Beach Areas.
1946 BACON AC-3-0796

HARDWARE STORE

Schoen's Hardware
HOUSEWARES — GIFTS TOYS
4827 NEWPORT AC-2-8091

INSURANCE

Jos. L. Richardson Company
Complete INSURANCE Service
1859 CABLE AC-3-3679

JEWELRY STORE

Smith & Son
Jewelers Since 1873. 3rd Generation of Watchmakers.
Our watches include these top names—Longines, Wittnauer, Hamilton, Elgin, Universal, Wyler.
4831 NEWPORT AC-3-0718

LAUNDRY & DRY CLEANING

Pacific Services
Now open—Our New Branch Laundry and Dry Cleaning—4 Hour Service. Expert Alterations of all types.
Quality Shoe Repair
1910 ROSECRANS, AC-2-6060 (Near Gate 6 NTC)

LADIES' READY TO WEAR

Gordon's
Dresses—Juniors 7 thru 15; Regulars, 10 thru 20; Half Sizes 12 1/2, thru 24 1/2. Also complete Maternity Dept. If your husband stops looking at you, Start looking for us.
4992 NEWPORT AC-3-5277

MARKETS

Peskin's Superette Market
Your Friendly Neighborhood Grocer — Complete Market Service. Finest Quality Meats. Lowest Prices. Fresh Fruits and Vegetables. Frozen Foods, Household Necessities, Magazines.
4705 PT. LOMA corner Ebers

MEN'S STORE

Art's Store for Men
Visit our Newly Enlarged Store. Complete lines of Quality Men's Wear always on hand. OUR PRICES WILL PLEASE.
4920 NEWPORT AC-3-8408

MOVING & STORAGE

Ocean Beach Transfer & Storage
Local, Statewide—Furniture, Pianos, Refrigerators. Serving San Diego and Surrounding Areas.
5040 NEWPORT OFFICE AC-3-3271 (After 5:30 p.m. and before 8 a.m., call AC-2-7260.)

NURSERIES

Blue Pacific Nursery
Serving the Entire Beach Area — Trees, Shrubbery, Fertilizers, Insecticides, Bulbs, Seeds, Plants. Bring Bulbs, Seeds, Plants. The Best In The West.
We give Action Stamps. Free Delivery Service.
4850 NEWPORT AC-2-1151

PET SHOP

Blue Pacific Pet Supply
"YOUR PUPPY'S MEAT MARKET"
LEAN GRADE A BEEF
For your Dogs and Cats.
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We Welcome those who enjoy Pizza at its best, or Delicious Spaghetti. Another Specialty is Torpedo Sandwiches—they are good.
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Day & Nite Plumbers
Since 1907
Plumbing, Heating, Repairs Disposals
Automatic Water Heaters
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Water Heaters, Appliances, Emergency Repairs, Contracting, All Steel Kitchen Cabinets, Formica Drainboards, Garbage Disposals.
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Zeke's Farmhouse
The Most Unique Poultry House in the West—Get your pickups of Eggs and Chickens. Try our Fresh Country Eggs. Red Fryers, Parts, Turkey and other fowl. Antiques and Health Foods. Home-made Jams. Visit our 1890 Country Store.
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Bay Shore Realty
IF YOU WANT TO SELL OR BUY A PENINSULA HOME, See BAYSHORE REALTY for DEPENDABLE SERVICE.
MEMBER OF
Point Loma-Ocean Beach Multiple Listing Service
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Luckey Marine Radio
Television and Radio Repairs. All Appliances Repaired. Save Money. Bring Your Set in For Faster Service.
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RESTAURANTS

Shelter Island's Bali Hai
BUFFET OR LUNCHEON \$1.50
Banquets, Dancing Fri. & Sat. Tropical Waterfront View. Dinners from \$2.00
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Ages 2 to 6—Hours 6:45 a.m. to 5:30 p.m. Hot nutritious meals. Kindergarten, Accredited Teachers, Creative Materials for Self Development.
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Fresh Local Fish Daily. We smoke your fish, Fillet and Freezer Wrap. We ship and Ice Fish for Sportsmen. (On the Bay South Side of Sport Fishing Docks)
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Ocean Beach Self-Service
Careful Dry Cleaning and Finish Laundry. Expert Dyeing of Caldy Basic Shades. Send us your most Delicate Garments. Rugs, any size washed, dried and dyed. You do it or we do it.
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Let us wash those —
• SHAG RUGS
• PILLOWS
• COMFORTS
• BED SPREADS
We can give those Faded Spreads and Rugs a New Look... with Caldy
1877 CABLE ST. AC-3-1165 Across from Safeway

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Drop Bundles, Self Service, Dry Cleaning, Finished Laundry. Rugs washed and dried.
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One Stop for Complete Brake Service. Soft Water Car Wash. Firestone Tires and Batteries. VOLTAIRE at Sunset Cliffs
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Hardin Service & Omer's Garage
Hardin's Chevron Service—Atlas Tires and Batteries. One-Stop Friendly Service—OMER'S GARAGE. Careful, Dependable Automotive Repair. All makes. Satisfaction guaranteed.
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San Diego's only exclusive used Television Store. Day and Nite Service. Radio and Television Repair. All we sell is used. All makes, models and sizes. All sets completely reconditioned. Easy terms. From \$29.95. Open Evenings.
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Close By Quick Service Point to us, We are on the Point.
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PARKING IN REAR OF STORE
Use Back Door until 5:30 p.m.
4871 NEWPORT

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Add those single pieces you need now at volume purchase savings.

FOR THE BEDROOM OR DEN - - -Beautiful Cotton Loop Carpeting...

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